

IntelligentHomes

Your guide to a connected home

A game changing publication for the AV and Home automation industry

Media information pack



A magazine that focuses on AV and home automation for consumers

Intelligent Homes is poised to be an industry game-changer, revolutionising the AV and home automation industry sector by delivering a highly targeted and engaging magazine to households across the UK. The magazine's strategic distribution, innovative use of technology, and accurate datasets make it the ideal choice for businesses seeking to expand their consumer reach and market growth.

IntelligentHomes

The **new consumer facing magazine** for the AV and smart home industry.

CIRCULATION

100,000
HOUSEHOLDS

READERSHIP

200,000+
READERS

Intelligent Homes is a revolutionary magazine that aims to shake up the AV and home automation industry sector. This quarterly consumer magazine is set to be distributed across the UK, with 25,000 copies of each issue delivered to people's letterboxes, covering new households each issue. By the end of 2024, the magazine will have reached a staggering 100,000 households and potentially 200,000 + readers.

Intelligent Homes is brought to you by the publisher of the leading AV and home automation trade magazine Essential Install.

Distribution

With Intelligent Homes, the industry will finally have a vehicle to raise consumer awareness and increase market growth. By using the Geoplan Mapping Software Platform, DLM, Intelligent Homes' distribution company ensures geo-demographic targeting of households throughout the UK. This software combines geography in terms of postcode sectors and the demographics of residents living within these sectors. This will allow Intelligent Homes to target specific audiences, focusing on ABC, C1 and C2 demographics.

The distribution data is sourced from the Census Office and is collated to provide the most accurate datasets at postcode, district and area level for the UK. By choosing the most prominent demographic characteristics of a target audience, Intelligent Homes will minimise wastage and increase response rates.

Get ready for
the Intelligent Homes revolution!

Editorial concept

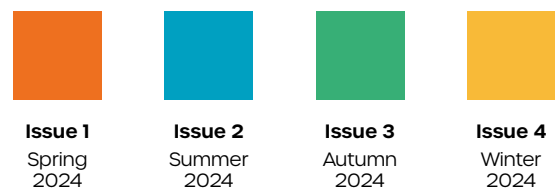
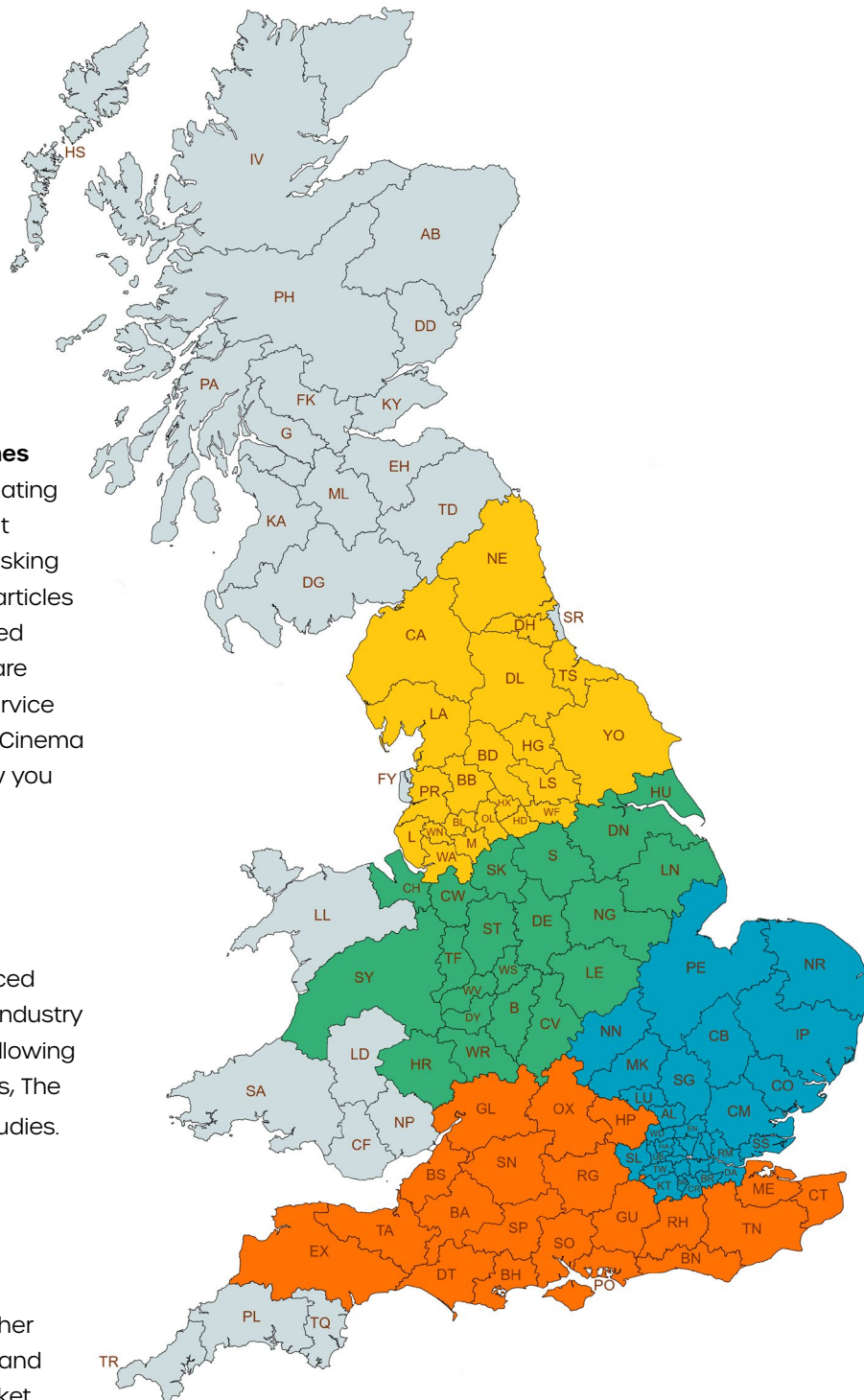
The in-house team creating **Intelligent Homes** will be putting our shoulder to the wheel creating exclusive content for this new and important industry initiative, however we will also be asking the industry to get involved and contribute articles gathered directly from their most experienced and knowledgeable team members. If you are an installer, distributor, manufacturer, or a service provider involved in the Smart Home, Home Cinema or Luxury AV market, read on to find out how you can contribute.

The Subjects

In each of the four issues that will be produced each year, Intelligent Homes will be inviting industry stakeholders to contribute articles on the following subjects: Home Cinema, Music Only Systems, The Smart Home, Lighting and Shading, Case Studies.

The Tone

The aim of the publication is to act as an introduction to the sector for those who either have little or no knowledge of our industry and encourage people to engage with the market. So, the tone of the articles should reflect this and leave technical jargon at the door, instead content should introduce the concepts available, inspire and enthuse the reader to want to find out more, contact their local installer or sign up for a visit or demo. Some mention of specific products and services is fine for context, but the main thrust of all articles should be one of exciting the reader as to what impact buying into the sector will have on their lifestyle and home life.



UK distribution by post code area

Get in touch and let's spread the word of our wonderful and inspiring sector to an ever expanding audience!

Custom Installers – increase your business

Attention all custom installers, AV and home automation integrators, and smart home technicians!

Are you looking for a way to reach out to potential clients and secure their business? Look no further than Intelligent Homes magazine. This publication is delivered directly to homeowners' addresses, providing a unique opportunity for direct advertising.

While local newspapers and magazines may also be options for advertising, they often cover a variety of topics unrelated to custom installations, resulting in wasted marketing efforts. However, Intelligent Homes is editorially targeted specifically to AV and home automation, making it the perfect platform for raising industry awareness and driving growth. With 25,000 copies per issue delivered and the potential for 50,000 pairs of eyes reading each issue, even with some reader wastage, the magazine reaches a significant number of potential clients.

The distribution map in the media information pack highlights that the four quarterly issues are targeted to specific regions in the UK. This means that advertising in your specific region can be highly beneficial for your business. Intelligent Homes offers two ways for installers to participate in these issues.

Firstly, each issue includes an installer directory county by county, providing contact information for interested homeowners.

Secondly, installers can take advantage of display ads within the magazine, with the added benefit of the Intelligent Homes design studio

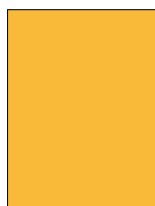
creating the advertisement at no extra cost. National install companies can also benefit from advertising in all four issues, reaching the full 100,000 circulation.

Rates for both options are included in the specification and rates page of the media pack. Don't miss out on the opportunity to advertise in this consumer-facing AV and home automation magazine and increase your business.

For more information, contact the Intelligent Homes HQ team at +44 (0)1634 673163.

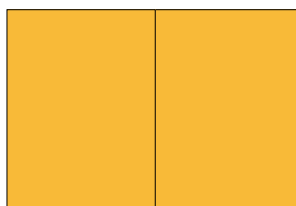


Specification & Rates



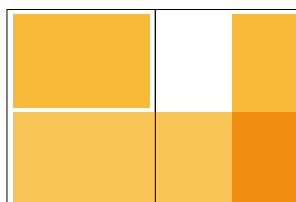
Full Page

Trim: 210mm (w) x 297mm (h)
Bleed: 216mm (w) x 303mm (h)



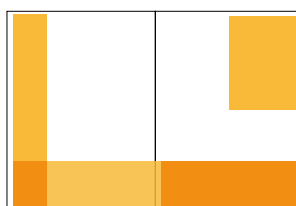
DPS

Trim: 210mm (w) x 297mm (h)
Bleed: 216mm (w) x 303mm (h)



Half Pages

DPS: 400mm (w) x 130mm (h)
Horizontal: 190mm (w) x 130mm (h)
Vertical: 90mm (w) x 270mm (h)



Quarter Pages

DPS: 400mm (w) x 60mm (h)
Strip (h): 184mm (w) x 60mm (h)
Strip (v): 60mm (w) x 270mm (h)
Quarter: 95mm (w) x 130mm (h)

Intelligent Homes Ad Rates

Premium: Inside Front Cover	£2,200
Premium: Inside Back Cover	£2,200
Premium: Outside Back Cover	£2,200
Double Page Spread	£2,500
Full Page	£2,000
Advertorial	£1,700
Half Page Horizontal	£1,250
Half Page Vertical	£1,250
Quarter Page	£650
Quarter Page Horizontal	£650
Quarter Page Vertical	£650

Custom Installer County Rates: £250 per issue

To include, company names, contact, telephone number and web address.

National Custom Installers:

Refer to the standard advertising rates.

Feature Sponsorship: £1,500

Feature Cover

Feature Strips

Inserts POA

Artwork must include:

Bleed: 3mm all round

Type Safezone: 14mm all round

All artwork including advertising, images and logos must be 300dpi resolution and CMYK colour. Preferably saved as either PDF or JPEG file types when supplied.

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For further details contact

Editor-in-Chief:

Dan Sait

dan@allthingsmedialtd.com

+44 (0) 1634 673163

Design Studio:

Mark Weller

mark@allthingsmedialtd.com

+44 (0) 1634 673163

Advertising sales:

David Kitchener

david@allthingsmedialtd.com

+44 (0) 1634 673163

Accounts:

Susan Sogaard

susan@allthingsmedialtd.com

+44 (0) 1634 673163

Ian Kitchener

ian@allthingsmedialtd.com

+44 (0) 1634 673163

intelligenthomesmag.com

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Intelligent Homes magazine is brought to you by All Things Media Ltd,
Suite 14, 6-8 Revenge Road, Lordswood, Kent ME5 8UD
Tel: +44 (0)1634 673163